

FILE

OCT 14 1946

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NEW YORK 19, N.Y.

El dorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, OCTOBER 11, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing- Oct. 19	LAMPS ON EXHIBIT A special exhibit of Chinese, Danish, American and other lamps on Georg Jensen's second floor. Contact: Georg Jensen, Inc., EL. 5-6630.	GEORG JENSEN, INC.	667 FIFTH AVENUE
Now Going On- Feb. 9	EXHIBITION OF PERUVIAN COSTUMES "Peruvian Costume for the Living and the Dead"--a survey of Peruvian dress from about 600 A.D. up to modern times, including mantles, shirts, hats, headbands, skirts, bags, jewelry, and many beautiful hand-woven textiles. Open to public. Contact: NE. 8-5000.	BROOKLYN MUSEUM EASTERN PARKWAY	ENTRANCE GALLERY
Friday Oct. 11 12:15 P.M. Luncheon	"BARRIERS TO PROPER RETAIL MERCHANDISING" American Marketing Assn. luncheon meeting with Bernard Smith, Divisional Mdse. Mgr., Kirby Block & Co., discussing "Barriers To Proper Retail Merchandising." Price: \$2.00 for members; \$2.25 for guests. Contact: Rhoda Robbins, MU. 5-8600.	AMERICAN MARKETING ASSN. RETAIL DISTRIB. GROUP	HOTEL SHERATON LEXINGTON AT 37 ST.
Friday Oct. 11 3:00 P.M.	PRESENTATION OF NEW "GREEN LIGHT BENGALINE" Showing of fashions in Green Light Bengaline" by: Louella Ballerino; Charmant Modes; Dorette of California; Duchess Royal; Horwitz and Duberman; Jantzen Knitting Mills; Koret of California; Joseph Love, Inc.; Majestic Specialties; Mollie Parnis; Raymodes Negligees, Inc.; and Sir James. Attendance by invitation. Contact: Lankenau Co., WI. 7-5908.	LANKENAU COMPANY	1450 BROADWAY SHOWROOM
Beginning Friday Oct. 11	SPECIAL EXHIBITION OF STUDENT WORK Display of art work by students of Costume Design and Illustration. Open to public 9:00 A.M. to 5:00 P.M. daily. Contact: Dorothy Tyroler, CO.5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Friday Oct. 11 8:30 P.M.- 11:30 P.M.	PRESS PREVIEW: 11TH ANNUAL PHOTO EXHIBIT Prizes for outstanding photographs will be offered to members of the Association at its eleventh annual photo exhibit in the Museum of Science and Industry in Radio City. Press by invitation only. Open to public from Oct. 12 from 11 A.M. to 10 P.M. Contact: Leonard Morgan, MU. 2-3420.	PRESS PHOTOGRAPHERS' ASSN. OF N. Y., INC.	MUSEUM OF SCIENCE AND INDUSTRY
Oct. 12	COLUMBUS DAY (Saturday)		
Saturday Oct. 12 12:00 Noon	NEW JUNIOR RADIO PROGRAM "Judy 'n' Jill 'n' Johnny"--a new Junior Miss nationwide radio show starring Johnny Desmond and top name orchestras, coordinated with Junior Miss fashions and a collegiate setting. Publicity: Jim O'Bryon, Mutual Press Department, PE. 6-9600.	HORWITZ & DUBERMAN (498 SEVENTH AVE.)	MUTUAL BROADCASTING SYSTEM--STATION WOR

DATEWHAT'S GOING ONGIVEN BYWHEREWEEK BEGINNING MONDAY, OCTOBER 14, 1946

Oct. 14 NATIONAL LETTER-WRITING WEEK (Sponsored by the Paper Stationery and Tablet Manufacturers Association, Inc.: (Oct. 14 - Oct. 19)

Monday FABRICS DIVISION THE FASHION GROUP, INC. HOTEL BILTMORE
 Oct. 14 LUNCHEON MEETING (9 ROCKEFELLER PLAZA) BALLROOM
 12:15 P.M. "Fabrics-1947"...Fashion Interpretations--New Developments in Fibers, Fabrics, Finishes and Colors. Speakers: Eleanor P. Whitaker, Sales Promotion and Advertising, Rayon Division, duPont de Nemours and Co., and Madeleine Darling, Fabric Editor, "Vogue". Members of other divisions are also invited. Price, including tax and tip: \$3.10 for members, \$3.50 for guests. Reservations close Saturday, October 12, at 12:00 Noon. Contact: The Fashion Group, Inc., CI. 7-3940.
 Luncheon

Monday HATBOX LUNCHEON LOYAL LEATHER PRODUCTS; HARRY CONOVER STUDIO
 Oct. 14 FOR THE PRESS HARRY CONOVER AGENCY 52 VANDERBILT AVENUE
 12:30 P.M. Introduction of the new Harry Conover Cover Girl Model Box, featuring an unusual variety of latest hatbox fashions, at the Harry Conover Studio, 52 Vanderbilt Ave., 8th Floor, with luncheon served to the press in individual hatboxes. By invitation only. Publicity: Nancy Lee Waring, Allan Meltzer Inc., PL. 3-7647.
 Luncheon

Monday BRIDAL FASHIONS THE TAILORED WOMAN; ST. REGIS HOTEL
 Oct. 14 AT LUNCHEON SHOW KATHRYN CHURCHILL IRIDIUM ROOM
 1:00 P.M. Luncheon showing by The Tailored Woman and Kathryn Churchill, Flower Stylist--showing complete bridal fashions for different parts of the country--from Miss Barry's "Bridal Hall of Mirrors" at The Tailored Woman. Palladium jewelry designed by Marc Koven. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.
 Luncheon

Monday PRESS SHOWING: "HOSIERY ROMAN STRIPE HOSIERY ST. REGIS HOTEL
 Oct. 14 INFORMATION PLEASE" PENTHOUSE
 4:00 P.M.- Preview of hosiery news for release now and for release later. Cocktail showing of new twists, new colors, and new stocking small talk. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.
 Cocktails

Monday OFFICIAL LAUNCHING DATE FOR RESORT AND SPRING LINES OF NEW YORK BEACHWEAR MANUFACTURERS. Contact: Martin Stern, 60 East 42 St., VA. 6-0543.
 Oct. 14

Tuesday PRESS PREVIEW: RESORT FRANCES SIDER HOTEL PLAZA
 Oct. 15 AND SUMMER FASHIONS TERRACE ROOM
 12:30 P.M. Frances Sider has invited the press and trade to take "time out for play"--a showing of her resort and summer line of beachwear and playclothes. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.
 Luncheon

Tuesday "THEY'RE NOT TOO ADVERTISING WOMEN HOTEL ASTOR
 Oct. 15 BORED TO BUY" OF NEW YORK
 12:30 P.M. Monthly luncheon meeting, with Bernice Fitz-Gibbon, Adv'g Director, Gimbel Bros., discussing the subject: "They're Not Too Bored To Buy". Luncheon: \$3.00. For reservations, contact: Mabel Blake, WI. 7-5648.
 Luncheon

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 15 1:00 P.M. Luncheon	HAT COLLECTION FOR TOWN AND TRAVEL Laddie Northridge's collection of hats for town and theatre, travel and cruise in review during luncheon hour. Open to public. Press by invita- tion only. Laddie Northridge Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	LADDIE NORTHRIDGE (1 WEST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 15 3:00 P.M.- 8:00 P.M. Cocktails	TWENTIETH ANNIVERSARY CELEBRATION Cocktail party to celebrate the twentieth year of merchandising of Realtex Fabrics by the Reliable Textile Co. Attendance by invitation only. Publicity: Hilda Kassell, PL. 5-5319.	RELIABLE TEXTILE CO.	HOTEL ASTOR SOUTH GARDEN
Tuesday Oct. 15 4:30 P.M.	PRESS PREVIEW OF MIDSEASON MILLINERY Lilly Dache will present her midseason millinery collection to the press. <u>Attendance strictly by invitation.</u> Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Tuesday Oct. 15 5:30 P.M.- 7:30 P.M.	PRESS SHOWING OF PALM BEACH FASHIONS Mary Black of London will present new Palm Beach fashions to the press. Attendance by invitation only. Publicity: Jack Last, BR. 9-2209.	MARY BLACK OF LONDON	HAMPSHIRE HOUSE COTTAGE
Wednesday Oct. 16 12:30 P.M. Luncheon	LUNCHEON SHOWING FOR THE PRESS Luncheon presentation by Gotham Hosiery Company for the press. Attend- ance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY CO.	HOTEL PIERRE ROOF
Wednesday Oct. 16 1:00 P.M. Luncheon	"TRAVELOGUE OF FURS" AT LUNCHEON SHOW Presentation of daytime and evening fur fashions by Trencher -- a "Travelogue of Furs for 1947". Open to public. Press by invitation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Trencher Publicity: Ruth LeBron, Cecil and Presbrey, WI. 2-8200. Waldorf Fashion Publicity: Annette Goodrich, EL. 5-3000.	TRENCHER FURS	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 16 1:00 P.M. Luncheon	MILLINERY PRESENTATION DURING LUNCHEON Anita Andra, who has just returned from Paris, will present adaptations of French hats, two new silhouettes which she has just created, and her millinery collection for Fall and Resort wear. Open to public. Press by invitation. For reservations, contact "Jack", headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	ANITA ANDRA	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 16 2:30 P.M.	NEW FASHIONS BY NETTIE ROSENSTEIN Custom-order showing of Nettie Rosenstein's new dress collection, with emphasis on all-black, and black spiced with color. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR DRESS DEPT.
Wednesday Oct. 16 3:30 P.M. Cocktails	PRESS SHOWING: RESORT AND WINTER COLLECTION Zoe de Salle will present her Winter and Resort custom-made originals, featuring "capas for all climes"; soft, close-cut suits and gowns. By invitation. Contact: Zoe De Salle, PL. 3-0396.	ZOE DE SALLE	18 EAST 53RD STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 17 1:00 P.M. Luncheon	FASHION PRESENTATION DURING LUNCHEON Luncheon showing of fashions by Sonia, including dinner and evening clothes, cocktail suits, and a bridal procession. Commentator Viola Shefer. Open to public. Press by invitation. For reservations, contact: "Charles", PL. 3-4600, Ext. 20. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	SONIA-GOWNS CORP. (15 EAST 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Thursday Oct. 17 1:00 P.M. Luncheon	JEWELRY SHOWING DURING LUNCHEON Jewelry presentation by John Rubel at a luncheon fashion show. Open to public. Press by invitation. For reservations, contact: PL. 3-1740, Ext. 29 or 44. Rubel Publicity: Eleanor Lambert, PL. 5-8580. Plaza Publicity: Dorothy Wallace, PL. 3-1740, Ext. 168.	JOHN RUBEL	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 17 1:00 P.M. Luncheon	FALL AND WINTER MILLINERY SHOWING Suzanne-Remy will present her new millinery during luncheon, showing hats trimmed with feathers, lace, etc. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. St. Regis Fashion Director & Publicity: Mary Alice Rice, CI. 6-1790.	SUZANNE-REMY (24 EAST 64TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Thursday Oct. 17 5:00 P.M.	LITERARY COCOA: "AT DADDY'S OFFICE" Presenting "At Daddy's Office", new book for "small fry", in connection with "Clothes for Daddy's Office" being promoted by "Parents'" Magazine in October issue. Press invited to bring special guests under 6 years old. Mary Misch, just 5 years old, for whom the book was written, will be guest of honor. By invitation only. Publicity: S. Richard Stern, CH. 4-8535; or Ruth Shair for Alfred Knopf, PL. 3-4761.	ROBERT J. MISCH	521 FIFTH AVENUE 32ND FLOOR
Saturday Oct. 19 10:30 A.M.	"AROUND THE TOWN" HIGH SCHOOL FASHIONS "Around the town in Abraham & Straus fashions for every moment in a schoolgirl's life", presented by the School Art League of New York. Open to public. Publicity: Virginia Jewel, TR. 5-7200, Ext. 321.	ABRAHAM & STRAUS BROOKLYN	BROOKLYN MUSEUM EASTERN PARKWAY
Saturday Oct. 19 11:00 A.M.	TEEN-AGE FASHIONS BY BETTY BETZ Fashions for teen-agers by the young designer Betty Betz, who will introduce her new illustrated book on etiquette. Open to public. Publicity: B. Altman and Co., MU. 9-7000.	B. ALTMAN AND CO.	2ND FLOOR
Oct. 20	UNITED NATIONS WEEK	Contact: Joan B. Gaines, BU. 8-8000.	
Monday Oct. 21 1:00 P.M. Luncheon	APPAREL AND FURS AT LUNCHEON SHOW Fall and Winter apparel and furs, fashioned by Gunther, will be presented during luncheon. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Gunther Publicity: Nona James, VO. 5-3440. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	GUNTHER	ST. REGIS HOTEL IRIDIUM ROOM
Oct. 21	CHICAGO SPRING MARKET WEEK (a two-week event)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 21	PUBLICATION DATE: NEW RADIO TRADE MAGAZINE Monthly radio trade magazine for buyers of radio time, programs, and talent. Capsuled news and interpretations, research material, statistical data, factual sponsor experience stories, forums, and a pictorial format. Editor: Joe Koehler, former radio and television editor of "The Billboard". Price: \$5.00 a year. Contact: Norman R. Glenn, PL. 3-6216.	SPONSOR	40 WEST 52ND STREET
Tuesday Oct. 22 1:00 P.M. Luncheon	MILLINERY SHOWING DURING LUNCHEON Showing of Peg Fischer's millinery collection during luncheon. Open to public. Press by invitation. For reservations, contact "Charles", PL. 3-4600, Ext. 20. Peg Fischer Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 22 3:00 P.M.	"HOLIDAY ALBUM" BY HENRY ROSENFELD Classics in black and white will be presented at a Russeks fashion show featuring a "Holiday Album" of popular hits by Henry Rosenfeld, who will be present in person. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR CLASSIC CORNER
Tuesday Oct. 22 4:00 P.M.	PRESS PREVIEW: NEW CONTEMPORARY ROOM Press showing of Black, Starr and Gorham's new 4th floor Contemporary Room, showing stationery and gifts in a spacious, fluorescent lighted, mauve tinted room; crystal in an all-mirrored corner of its own--latticed windows and cases lined in shades of pale blue or green. By invitation only. Publicity: Elizabeth Phelps Snaden, Advertising Mgr., BR. 9-5300.	BLACK STARR AND GORHAM (5TH AVE. AT 48TH ST.)	4TH FLOOR
Tuesday Oct. 22- Oct. 23 8:30 P.M.	FASHION FOREVUE: DIAMOND JUBILEE Fashion preview by top American designers to celebrate Kaufmann's diamond jubilee in Pittsburgh. There will be a \$250,000 display of diamonds by Marc Koven and the Guild of American Diamond Cutters. Also, an exhibit showing how diamonds are mined, cut and fashioned into fine jewelry. Showing for invited N. Y. press on October 23. Showings directed and produced by Abbott Kimball Fashion Shows. Sets designed by Lester Gaba. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9600.	KAUFMANN'S PITTSBURGH	SYRIA MOSQUE BIGELOW BLVD.
Wednesday Oct. 23 1:00 P.M. Luncheon	"FASHIONS FOR THE HORSE SHOW" Luncheon fashion presentation by Harry Collins, featuring clothes especially suitable for the Horse Show (at Madison Square Garden from Nov. 4 to Nov. 9). Open to public. Press by invitation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Contact: Harry Collins, PL. 3-9403. Waldorf Fashion Publicity: Annette Goodrich, EL. 5-3000.	HARRY COLLINS, INC. (647 FIFTH AVENUE)	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 23 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW New millinery for Fall and Winter will be presented by Jeannette during luncheon. Open to public. Press by invitation. For reservations, contact: "Jack", headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	JEANNETTE HAT SHOP (699 MADISON AVE.)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 23 3:00 P.M.	NEW MILLINERY BY KENETH HOPKINS B. Altman will present millinery fashions by Keneth Hopkins of Beverly Hills. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	THIRD FLOOR MILLINERY DEPT.
Thursday Oct. 24 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOW New fashions by Miriam Landey will be presented during luncheon. Open to public. Press by invitation. For reservations, contact: "Charles", PL. 3-4600, Ext. 20. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MIRIAM LANDEY (22 EAST 65TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Thursday Oct. 24 1:00 P.M. Luncheon	FASHION PRESENTATION DURING LUNCHEON Luncheon fashion show by Madame Et La Jeune Fille of custom-made and ready-to-wear clothes and hats for Fall and Winter. Open to public. Press by invitation. For reservations, contact: PL. 3-1740, Ext. 29, 44, or 168. Plaza Fashion Publicity: Dorothy Wallace, PL. 3-1740, Ext. 168.	MME. ET LA JEUNE FILLE (30 EAST 54TH STREET)	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 24 5:30 P.M.	PRESS PREVIEW OF NEW CHINTZ FABRICS Special promotion of Everfast chintz to be shown to the press. Attendance by invitation only. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	4TH FLOOR
Oct. 27	NAVY DAY (Sunday)		
Monday Oct. 28 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Maximilian's fur fashions will be presented during luncheon. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Maximilian Publicity: Rosemary Sheehan, CI. 7-8060. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MAXIMILIAN	ST. REGIS HOTEL IRIDIUM ROOM
Monday Oct. 28 2:30 P.M. Luncheon	NEW FASHIONS AT LUNCHEON SHOW Luncheon fashion show sponsored by Hadassah, Women's Zionist organization of America, with a preview of immediate and winter clothes by Sydell, including suits, cocktail dresses, evening fashions and a bridal procession. Tickets: \$15.00. Contact: FO. 5-3600, or FO. 4-8002.	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA GRAND BALLROOM
Monday Oct. 28 4:30 P.M. Cocktails	PRESS SHOWING OF LINGERIE AND SWEATERS Press Preview of imported merchandise for Christmas by Angora-Paris, a new shop dedicated to fine, high-styled angora sweaters, jackets, gloves, hoods and socks from Paris, with a spicing of handmade French lingerie. By invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ANGORA-PARIS	18 WEST 56TH STREET
Tuesday Oct. 29 1:00 P.M. Luncheon	FASHION ACCESSORIES FOR FALL AND WINTER Luncheon showing of Arpad's new collection of accessories, blouses and skirts for day and evening. Open to public. Press by invitation. For reservations, contact: "Charles", headwaiter, PL. 3-4600, Ext. 20. Arpad Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	ARPAD	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 30 1:00 P.M. Luncheon	SHOWING OF NEW EVENING COIFFURES Michael of the Waldorf will present a showing of new formal coiffure during luncheon. Open to public. Press by invitation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Waldorf Fashion Publicity: Annette Goodrich, EL. 5-3000.	MICHAEL OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 30 3:00 P.M.	PRESENTATION OF NEW FUR FASHIONS New fashions in furs for Winter, 1947. Open to public. Publicity: B. Altman and Co., BR. 9-7000.	B. ALTMAN AND CO.	3RD FLOOR FUR DEPARTMENT
Wednesday Oct. 30 4:00 P.M.- 7:00 P.M.	DALI EXHIBITION FOR NEW PERFUME Private exhibition, "Trilogy of the Desert", three new paintings in a series by Salvador Dali, executed especially for the new Leigh perfume, "Desert Flower". Attendance strictly by invitation. Publicity: Frances Hills, CI. 5-6263.	SHULTON	KNOEDLER GALLERIES 14 EAST 57TH STREET
Wednesday Oct. 30 10:00 P.M.	CROWN ROOM OPENING; CROWN JEWEL PERFUME Special reception to celebrate the opening of Prince Matchabelli's Crown Room, designed by William Pahlmann. Also, a presentation of "Crown Jewel", new Prince Matchabelli perfume from Paris. <u>Attendance strictly by invitation.</u> Publicity: Leonore Buehler, PL. 3-7010; or Margaret Carson, MU. 2-2055.	PRINCE MATCHABELLI, INC.	711 FIFTH AVENUE
Thursday Oct. 31 1:00 P.M. Luncheon	MACY'S LITTLE SHOP FASHION SHOW "Star Lights"--evening fashions will be presented. Open to public. Press by invitation. For reservations, contact "Charles", PL. 3-4600, Ext. 20. Macy Publicity: Helen Law, CH. 4-2000, Ext. 2431; or Terry Mayer, Ext. 2554. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MACY'S NEW YORK	RITZ CARLTON HOTEL OVAL ROOM
Thursday Oct. 31 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Original fur fashions will be presented by Ritter Brothers during luncheon. Open to public. Press by invitation. For reservations, contact, PL. 3-1740, Ext. 29 or 44. Ritter Bros. Publicity: Claire Wolff, LO. 5-5978. Plaza Publicity: Dorothy Wallace, PL. 3-1740, Ext. 168.	RITTER BROTHERS	HOTEL PLAZA TERRACE ROOM
Oct. 31	HALLOWE'EN (Thursday)		
Monday Nov. 4 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING LINE Paul Parnes will present a showing of the Spring collection to the press. Showing promptly at 4:30 P.M. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison Inc., MU. 3-1267.	PAUL PARNES CO.	HAMPSHIRE HOUSE COTTAGE
Monday Nov. 4- Nov. 9	FIFTY-EIGHTH NATIONAL HORSE SHOW The 58th National Horse Show will be held at Madison Square Garden, with morning, afternoon, and evening performances daily. Chairman of publicity committee: Maximilian Elser, Jr. of J. Walter Thompson, 420 Lexington Ave. Fashion Contact: Alice Dowd, MU. 3-2000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week of Nov. 4	<p>SPRING OPENING: GUILD SHOE LINES</p> <p>This main Spring opening will feature shoes for the major Spring selling months--shoes for street, afternoon and evening. Opening inaugurates the second year of the Guild's five showings, a yearly program, highlighting the production and delivery of shoes 12 times a year, instead of the former schedule. Members of the Guild of Better Shoe Manufacturers include: Cangemi, Inc.; Thomas Cort Ltd.; Delman, Inc.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; Marino; I. Miller and Sons, Inc.; Newton Elkin Shoe Co.; Palter Deliso, Inc.; Schwartz and Benjamin, Inc.; Setroy, Inc.; Van Arden, Inc.; M. Wolf Sons, Inc.; Morris Wolock Co.; Zuckerman and Fox, Inc. Contact: Kate Goldstein Kamen, Executive Secretary, 875 Fifth Ave., RE. 4-4888.</p>	<p>THE GUILD OF BETTER SHOE MANUFACTURERS</p>	<p>INDIVIDUAL SHOWROOMS SHOE MANUFACTURERS'</p>
Beginning Monday Nov. 4	<p>OPENING OF FOGA SPRING LINES</p> <p>The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season: <u>MONDAY, NOVEMBER 4</u> Ben Barrack, Inc. Carlye Dress Corp. Deitsch, Wersba & Coppola, Inc. A. Goodman & Co., Inc. Horwitz & Duberman, Inc. La Rue Dresses, Inc. Paul Sachs Originals, Inc.</p> <p><u>TUESDAY, NOVEMBER 5</u> Capri Frocks, Inc. Fred Greenberg Dress Co., Inc. International Dress Co., Inc. Junior League Frocks, Inc. C. H. D. Robbins Co. Hannah Troy, Inc.</p> <p><u>THURSDAY, NOVEMBER 7</u> Kaplan & Grabois, Inc. David Leonard & Levine, Inc. Mary Lee, Inc. Morris & Marcus Martin Simon, Inc.</p> <p>Contact: Leonard V. Gendler, Executive Secretary, CH. 4-6945.</p>	<p>FASHION ORIGINATORS' GUILD OF AMERICA</p> <p><u>FRIDAY, NOVEMBER 8</u> Samuel Kass Gowns, Inc.</p> <p><u>MONDAY, NOVEMBER 11</u> Joseph Halpert, Inc. Frank Starr, Inc.</p> <p><u>TUESDAY, NOVEMBER 12</u> William Bass Dress Co. Hansen Bang, Inc. Ed Gerrick, Inc. Ben Reig, Inc. Herbert Sondheim, Inc. Suzanne-Augustine, Inc.</p> <p><u>FRIDAY, NOVEMBER 13</u> Parnis-Livingston, Inc.</p>	<p>INDIVIDUAL NEW YORK SHOWROOMS</p>
Nov. 5	ELECTION DAY (Tuesday).		
Tuesday Nov. 5 12:00 Noon Luncheon	<p>"SUDDENLY IT'S SPRING" -- MILLINERY SHOW</p> <p>Millinery showing by the Millinery Designers' League, with the theme "Suddenly It's Spring," inspired by the forthcoming Paramount movie of the same name. Jewelry by Castlecliff. (Publicity: Dorothy Lansing, PL. 9-3145). Luncheon at 12:00 noon. Showing promptly at 1:00 P.M. Press by invitation only. Tickets: \$7.50. Contact: Anne Hoerer, president, Millinery Designers' League, PE. 6-3443. Commentator and Publicity: Edyth Thornton McLeod, WI. 2-7800.</p>	<p>MILLINERY DESIGNERS' LEAGUE, INC.</p>	<p>WALDORF-ASTORIA GRAND BALLROOM</p>

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 5 4:30 P.M. Cocktails	"STUDIED IRREGULARITY" IN HAIR STYLES Guro will present the new "Studied Irregularity" in hairstyles, and will demonstrate a 20-minute water-wireless permanent wave. Attendance by invitation only. Publicity: Nona James, VO. 5-3440, or Guro, WI. 2-1757.	GURO	WALDORF-ASTORIA WEST FOYER
Thursday Nov. 7 1:00 P.M. Luncheon	PARIS-INSPIRED FASHION PRESENTATION Luncheon showing of original creations in dresses and suits by Helen de Huene and hats by Edwarda, during luncheon. Open to public. Press by invitation. For reservations, contact "Charles", PL. 3-4600, Ext. 20. Contact: Ritz Carlton Publicity, Marion Morrison, PL. 3-4600; or Helen de Huene, 3:00 P.M. to 6:00 P.M. only, EL. 5-1337.	HELEN DE HUENE (21 E. 57) EDWARDA (780 MADISON AVE)	RITZ CARLTON HOTEL OVAL ROOM
Monday Nov. 11 1:00 P.M. Luncheon	"WHITE CHRISTMAS" LUNCHEON SHOW Fur fashion preview--"White Christmas", presenting Ackerman-Blatt's gift furs for Christmas. Open to public. Press by invitation. For reservations, contact: PL. 3-4500, Ext. 123. Ackerman-Blatt Publicity: Mildred Kaldor, BR. 9-9399. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ACKERMAN-BLATT	ST. REGIS HOTEL IRIDIUM ROOM
Monday Nov. 11 4:00 P.M. Cocktails	PRESS PREVIEW: MIDSEASON COLLECTION Mme. Reine will present a press showing of her advance midseason collection of hats, furs and accessories, including her latest Paris imports. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	MME. REINE	4 EAST 57TH STREET SALON
Tuesday Nov. 12 11:00 A.M.	"THE NAME'S THE THING" CORSET SHOWING Warner presents "The Name's The Thing" -- their first formal post-war showing, keyed to the latest developments in corset and brassiere design. Fashion Show will last one hour and is to be followed by an informal luncheon. Attendance strictly by invitation. Publicity: Anne Ketcham, Warner Brothers Co., Bridgeport, Conn.	WARNER BROTHERS CO.	HOTEL ASTOR GRAND BALLROOM
Tuesday Nov. 12 12:30 P.M. Luncheon	PRESS PREVIEW OF BLOUSES FOR GIRLS Showing of new Spring blouses for all girls, from Size 3 to Juniors. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	SALLY MASON (498 SEVENTH AVE.)	MONTE CARLO 54TH & MADISON AVE.
Tuesday Nov. 12 1:00 P.M. Luncheon	"FURS OF ELEGANCE" AT LUNCHEON SHOW Luncheon showing of new fur fashions and other clothes by B. Weinstein. Open to public. Press by invitation. For reservations, contact "Charles", PL. 3-4600, Ext. 20. B. Weinstein Publicity: Viola Shefer, PL. 3-3173. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	B. WEINSTEIN (485 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 12 4:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING OF NEW SPRING FASHIONS Spring presentation of Miss America originals "in harmony with Spring" -- designed by Harry Schacter. Showing promptly at 4:30 P.M. Attendance by invitation only. Publicity: Billie Gould, Inc., LA. 4-8773.	MISS AMERICA	HOTEL PLAZA TERRACE ROOM

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Saturday
Oct. 12-
Oct. 18
- S. HUOK'S ORIGINAL BALLET RUSSE MET. OPERA HOUSE, B'WAY AT 39TH ST.
Presenting Alicia Markova, Anton Dolin, Andre Eglevsky and other:
Sat. Mat., Oct. 12: MUTE WIFE, CAMILLE, BLUE DANUBE
Sat. Eve., Oct. 12: FANTASTIC SYMPHONY, SCHEHERAZADE, PAS DE DEUX,
PRINCE IGOR
Sun. Mat., Oct. 13: FIREBIRD, PAGANINI, GRADUATION BALL
Sun. Eve., Oct. 13: YARA, SEBASTIAN, CAMILLE
Mon. Eve., Oct. 14: COTILLION, MUTE WIFE, FANTASTIC SYMPHONY
Tues. Eve., Oct. 15: COTILLION, SPECTRE DE LA ROSE, GISELLE
Wed. Eve., Oct. 16: YARA, CONSTANTIA, SCHEHERAZADE
Thurs. Eve., Oct. 17: SEBASTIAN, PRODIGAL SON, CAMILLE
Fri. Eve., Oct. 18: CONSTANTIA, CAIN & ABEL, CAMILLE
Publicity: Barry Hyams, PL. 3-0820.
- Saturday
Oct. 12
- OPENING: "LYSISTRATA" BELASCO THEATRE, 44TH ST., EAST OF BROADWAY
James Light and Max J. Jelin present a modern version by Gilbert Seldes
of the classic Aristophanes comedy, with an all-Negro cast including Etta
Moten, Rex Ingram, Fredi Washington, and a cast of 60. Director: James
Light. Settings: Ralph Alswang. Costumes: Rose Bogdanoff. Publicity:
Marjorie Barkentin, PE. 6-9590.
- Monday
Oct. 14
- OPENING: "LADY WINDERMERE'S FAN" CORT THEATRE, 136 WEST 48TH STREET
Homer Curran, in association with Russell Lewis and Howard Young will
present a revival of the Oscar Wilde play, starring Cornelia Otis Skinner
and Henry Daniell, with Penelope Ward, John Buckmaster and Rex Evans.
Staged by Jack Minster. Scenery, costumes and lighting by Cecil Beaton.
Publicity: Helen Hoerle, WI. 7-0771.
- Tuesday
Oct. 15
- OPENING: "THE DUCHESS OF MALFI" BARRYMORE THEATRE, 243 WEST 47TH ST.
Dr. Paul Czinner's new production of John Webster's Elizabethan horror
play about two brothers who murder their sister for money. Elizabeth
Bergner is starred, with Canada Lee, Donald Eccles, McKay Morris and John
Carradine. Director: George Rylands. Publicity: Jean Dalrymple, MU. 5-3112.
- Wednesday
Oct. 16
- OPENING: "LOCO" BILTMORE THEATRE, 261 WEST 47TH STREET
Jed Harris production of a comedy by Dale Eunson and Katherine Albert
about a lovely model. Jean Parker is starred. with Jay Fassett, Jessie
Busley, Elaine Stritch and Si Varis. Director: Jed Harris. Settings:
Donald Oenslager. Costumes: Emeline C. Roche. Publicity: Dick Weaver,
MU. 5-6010.
- Wednesday
Oct. 16
- PREMIERE: "BLUE SKIES" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
A Paramount production, using a love-triangle story, with songs by Irving
Berlin including: "All By Myself", "You Keep Coming Back Like a Song",
"What'll I Do?", "All Alone", "Remember", "Always", "Say It Isn't So",
"Now It Can Be Told", "White Christmas", and others. Cast features,
Bing Crosby, Fred Astaire, Joan Caulfield, Billy de Wolfe, Olga San Juan
and others. Producer: Sol C. Siegel. Director: Stuart Heisler. Costumes:
Edith Head. Publicity: Aileen St. John Brenon, BR. 9-8700.
- Thursday
Oct. 17-
Jan. 30
2:00 P.M.
- FOLK DANCE SERIES AMER. MUSEUM NATURAL HISTORY, CENTRAL PK. W. & 79TH ST.
"Around the World with Dance and Song"-- a series of Thursday afternoon
dance recitals featuring folk dances. Open to public, free. Programs
arranged by Hazel Lockwood Muller. Contact: EN. 2-8500.